

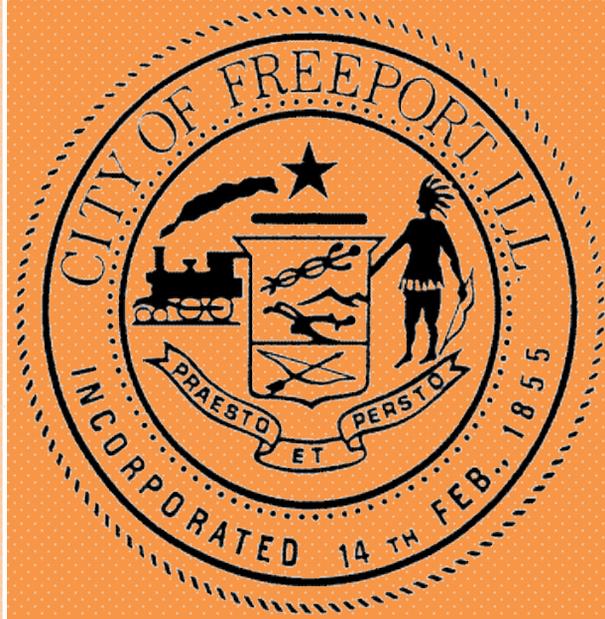
## Comprehensive Plan Request for Proposals

### BIDDERS NOTE:

- Proposals will be received at City Hall October 12th, 2018
- Deadline for submission is 4:00 PM on October 12th, 2018 and bids must be submitted to Office of City Clerk, 314 W. Stephenson St., 2nd Floor, Freeport, IL 61032
- Opening at 4:00 PM on October 12<sup>th</sup>, 2018 in Conference Room A, City Hall, 314 W. Stephenson St., 1<sup>st</sup> Floor, Freeport, IL 61032
- Presentations to the Planning Commission November 8<sup>th</sup>, 2018
- Expected award by Council November 19<sup>th</sup>, 2018
- Questions are directed to Andrew Zupkoff at 815-235-8221 or e-mail @ [cddirector@cityoffreeport.org](mailto:cddirector@cityoffreeport.org)

# 2018

## BID# CD-005-18



City of Freeport, Illinois  
Community Development

9/18/2018

## City of Freeport Comprehensive Plan Update Request for Proposals

### PART I- GENERALLY

**1. PURPOSE:** The City of Freeport (hereinafter "City"), seeks to enter into an agreement with a qualified Individual, Firm or Corporation, (hereinafter "Respondent"), to provide a range of consulting, planning and technical services to update the City's Comprehensive Plan (hereinafter the "Project").

The City seeks written proposals from Respondents for services to update its Comprehensive Plan. This is a major five (5) year update to the Comprehensive Plan which was last updated in 2009.

Services shall include, but not be limited to: community engagement, research and consultation on best practices, meeting facilitation, document drafting, mapping, creation of supporting graphics, statistical analysis, and presentations to elected and appointed officials. The successful

Respondent shall present a completed Comprehensive Plan update to the Freeport Planning Commission for review/comment and then recommendation to the City Council for adoption. The intent of the Project is to update the Comprehensive Plan to reflect the community's vision for its future growth and development and to preserve and enhance the quality of life in the City.

**2. BACKGROUND:** Illinois law provides that a comprehensive plan, as recommended by the plan commission and as thereafter adopted in any municipality in this state, may be made applicable, by the terms thereof, to land situated within the corporate limits and contiguous territory not more than one and one-half miles beyond the corporate limits and not included in any municipality. Such comprehensive plan may be implemented by ordinances (a) establishing reasonable standards of design for subdivisions and for re-subdivisions of unimproved land and of areas subject to redevelopment in respect to public improvements; (b) establishing reasonable requirements governing the location, width, course, and surfacing of public streets and highways, alleys, ways for public service facilities, curbs, gutters, sidewalks, street lights, parks, playgrounds, school grounds, size of lots to be used for residential purposes, storm water drainage, water supply and distribution, sanitary sewers, and sewage collection and treatment; and (c) may designate land suitable for annexation to the municipality and the recommended zoning classification for such land upon annexation. Upon adoption by the corporate authorities, the comprehensive plan shall be effective within the municipality. The plan shall be advisory and in and of itself shall not be construed to regulate or control the use of private property in any way, except as to such part thereof as has been implemented by ordinances duly enacted by the corporate authorities.

The comprehensive plan may be amended at any time and it is the intention of the City that its Comprehensive Plan be reviewed and considered for amendment or revision every 7-10 years. The Comprehensive Plan adopted by ordinance shall constitute the master and general plan for the development and growth of the City. The Comprehensive Plan shall contain the City Council's policies for growth, development and beautification of the land within the corporate limits and the extraterritorial jurisdiction of the City, or for geographic portions thereof, including, but not limited to neighborhood, community or area wide plans. The City desires that the Comprehensive Plan include, but not be limited to, the following elements: (1) a future land use element; (2) a traffic circulation and/or mass transit element; (3) a wastewater, solid waste, drainage and potable water element; (4) a conservation and environmental resources element; (5) a recreation and open space element; (6) a housing element; (7) a public service and facilities element, which shall include but not be limited to a capital improvement program; (8) a public buildings and related facilities element; (9) an economic element for commercial and industrial development and redevelopment; (10) a place-making, cultural heritage and public arts element; (11) a health and human service element; and such other elements as are necessary or desirable to establish and implement policies for growth, development and beautification within the City, its extraterritorial jurisdiction, or for geographic portions thereof, including neighborhood, community, or area

wide plans. The several elements of the Comprehensive Plan shall be coordinated and be internally consistent. Each element shall include policy recommendations for its implementation and shall be implemented, in part, by the adoption and enforcement of appropriate ordinances and regulations governing land development and use. Such ordinances and regulations governing land development and use may be as comprehensive and inclusive as the City Council may, in its discretion, from time to time determine necessary, desirable and not in conflict with state or federal law.

As mentioned above, the City last completed a major update in 2009 but has adopted subsequent updates to individual elements including recent updates to the Transportation Plan and Future Land Use Plan. The City is experiencing rapid growth and now desires to undertake a major update to the Comprehensive Plan to ensure that new development is consistent with the community's vision.

**3. ISSUES FACING FREEPORT:** Respondent shall demonstrate in their response their knowledge and understating of the issues facing the City of Freeport and how those issues are relevant to the update of the comprehensive plan.

**4. DEFINITIONS, TERMS AND CONDITIONS:** By submitting a response to this Request for Proposal, the Respondent agrees that the City's standard Definitions, Terms and Conditions, in effect at the time of release of this Request for Proposal, shall be applicable, but shall be superseded by those terms and conditions specifically provided for or otherwise contained within this Request for Proposal, in a separate agreement or on the face of a purchase orders, to the extent of any conflict.

4.1. Any exception to or additional terms and conditions to the provisions of this Request for Proposal attached to a Respondent's response will not be considered unless specific prior permission is given by the City Manager of the City of Freeport and Respondent specifically references them on the front of the response. **WARNING:** Exception to or additional terms and conditions may result in disqualification of the response.

**5. CLARIFICATION:** For questions or clarifications of specifications, you may contact:

Economic and Community Development Director  
City of Freeport  
314 W. Stephenson Street  
Freeport, IL 61032

Email: [cddirector@cityoffreeport.org](mailto:cddirector@cityoffreeport.org)

The individual listed above may be contacted by mail or e-mail for clarification of the specifications only. No authority is given, intended or implied that specifications may be amended or alterations accepted prior to Request for Proposal opening without prior written approval of the City of Freeport City Manager.

**6. RESPONDENT REQUIREMENTS:** The below requirements shall be applicable to Respondents. The opening of a response shall not be construed as the City's acceptance of such as qualified and responsive.

6.1. Respondents shall be firms, corporations, individuals or partnerships normally engaged in the preparation of municipal comprehensive plans.

6.2. Respondents shall have experience creating and updating comprehensive plans for municipalities in the State of Illinois.

**7. BEST VALUE EVALUATION AND CRITERIA:** Respondents may be required to make an oral presentation to the Planning Commission and/or the City to further present their proposal and qualifications. These presentations will provide the Respondent the opportunity to clarify their proposal and ensure a mutual understanding of the services to be provided and the approach to be used by the successful Respondent.

All responses received may be evaluated based on the best value for the City. In determining best value, the City may consider:

- A. Proposed fees;
- B. Reputation of Respondent and of Respondent's services;
- C. Quality of the Respondent's services;
- D. The extent to which the services meet the City's needs;
- E. Any relevant criteria specifically listed in the Request for Proposal.

7.1. The City reserves the right, in its sole discretion, to reject any or all responses, or delete any portion of the response, or to accept any response deemed most advantageous, or to waive any irregularities or informalities in a response received that best serves the interest of the City.

**8. PROPOSAL REVIEW:** An evaluation committee will review each response for Compliance with this Request for Proposal and technical scoring in each category using the following weighted criteria. A cumulative score will be assigned to each response.

- 8.1. Proposed Fee- 20 Points
- 8.2. Project Team Qualifications- 40 Points
- 8.3. Proposed Approach to the Project- 20 Points
- 8.4. Work Samples- 20 Points

The evaluation process may reveal additional information which should be considered by the City. The City reserves the right to modify, without notice, the evaluation structure and weighted criteria to accommodate these additional considerations in order to serve the best interest of the City.

**9. AGREEMENT TERMS:** Upon award of the Project, the successful Respondent shall negotiate the terms and conditions of an agreement memorializing the Respondents engagement with the City. The terms and conditions of the agreement shall include, but not be limited to, the following:

9.1. The term "agreement" shall mean the executed contract awarded as a result of this Request for Proposal and all exhibits thereto. At a minimum, the following documents will be incorporated into the agreement:

- 9.1.1. Request for Proposal document, attachments and exhibits;
- 9.1.2. Request for Proposal addendums, if applicable;
- 9.1.3. City's Definitions, Terms and Conditions;
- 9.1.4. Successful Respondent's response.

9.2. The initial term of the agreement shall be determined by the proposed and agreed upon Project timeline.

9.3. If the Respondent fails to perform its duties in a reasonable and competent manner, the City shall give written notice to the Respondent of the deficiencies and the successful Respondent shall have thirty (30) days to correct such deficiencies. If the Respondent fails to correct the deficiencies within the thirty (30) days, the City may terminate the agreement by giving the Respondent written notice of termination and the reason for the termination.

9.4. If the agreement is terminated, for any reason, respondent shall turn over to the City all material, records and deliverables created up through the termination date, within fifteen (15) working days after the termination date.

**10. PRICE INCREASE:** A price increase to the agreement shall not be permitted.

**11. AWARD:** The City reserves the right to enter into an Agreement based on a single award or non-award, or that best serves the interest of the City, as determined in the sole discretion of the City. Public award announcement will be made upon City Council approval of staff recommendation and executed agreement. Public award announcement will also appear on the City's website.

**12. PROMPT PAYMENT POLICY:** The City will pay the successful Respondent in accordance with an agreed upon payment schedule which shall be included within the agreement between the City and the successful Respondent.

**13. NON-APPROPRIATION:** The resulting Agreement is a commitment of the City's current revenues only. It is understood and agreed the City shall have the right to terminate the Agreement at the end of any City fiscal year if the governing body of the City does not appropriate funds sufficient to pay for services for the fiscal year in question. The City may affect such termination by giving the successful Respondent a written notice of termination at the end of its then current fiscal year.

## **PART II-GENERAL TIMELINE**

**1. REQUESTS FOR PROPOSAL SCHEDULE:** It is the City's intention to comply with the following Request for Proposal timeline:

- 1.1. Request for Proposal released September 19, 2018.
- 1.2. Pre-Response Meeting October 2 , 2018.
- 1.3. Deadline for submittal of Respondent questions October 5th, 2018.
- 1.4. City deadline for responses to all questions or addendums October 8th, 2018.
- 1.5. Responses Request for Proposal due at or before 1:00 PM on October 12th, 2018.

All questions regarding the Request for Proposal shall be submitted in writing at or before 5:00 PM CST on the due date noted above. A copy of all the questions submitted and the City's response to the questions shall be posted on our webpage, <http://www.cityoffreeport.org/departments/documents.asp>. Questions shall be submitted to the City contact named herein. The City reserves the right to modify these dates. Notice of date change will be posted to the City's website.

**2. PRE-RESPONSE MEETING:** A non-mandatory pre-response meeting will be held to fully acquaint Respondents with the unique needs of the City. The pre-response meeting will be conducted on:

September 12, 2018 at 1:00 PM CST  
City of Freeport City Hall  
314 W Stephenson St  
Freeport, Illinois 61032

Participation by teleconference may be set up upon request.

2.1. It is the responsibility of the Respondent to be familiar with the specifications contained herein and to ask any relevant questions they may have concerning this Request for Proposal.

**3. REQUEST FOR PROPOSAL UPDATES:** Respondents shall be responsible for monitoring the City's website at <http://www.cityoffreeport.org/departments/documents.asp> for any updates pertaining to the Request for Proposal described herein. Various updates may include addendums, cancelations, notifications, and any other pertinent information necessary for the submission of a correct and accurate response. The City will not be responsible for any further communication beyond updating the website.

**4. RESPONSE DUE DATE:** Signed and sealed responses are due at or before 3:00 PM CST, on the date noted above. Mail, FedEx, UPS or Hand Delivery of signed and sealed responses shall be to:

City of Freeport  
Attn: City Clerk  
314 W Stephenson St  
Freeport IL 61032

- 4.1. Responses received after this time and date shall not be considered.
- 4.2. Sealed responses shall be clearly marked on the outside of packaging with Request for Proposal title, number, due date and "DO NOT OPEN".
- 4.3. Facsimile or electronically transmitted responses are not acceptable.
- 4.4. Late responses will be returned to Respondent unopened if return address is provided.
- 4.5. Responses cannot be altered or amended after opening.
- 4.6. No response can be withdrawn after opening without written approval from the City for an acceptable reason.
- 4.7. The City will not be bound by any oral statement or offer made contrary to the written specifications.

**5. AWARD OF PROJECT PROCESS:** In determining which Respondent to award the Project, the City will:

- 5.1. Review all submittals and determine which Respondents are reasonably qualified for award of the Project.
- 5.2. Determine the Respondent whose submittal is the most advantageous to the City, taking into consideration the evaluation criteria.
- 5.3. Attempt to negotiate with the most responsive Respondent an agreement at fair and reasonable terms, conditions and cost.
- 5.4. If negotiations are successful, enter into an agreement or issue a purchase order with such Respondent.
- 5.5. If negotiations are not successful, formally end negotiations with that Respondent. The City may then:
  - 5.5.1. Select the next most highly qualified Respondent and attempt to negotiate an agreement at fair and reasonable terms, conditions and cost with that Respondent.
  - 5.5.2. The City shall continue this process until an agreement is entered into or all negotiations are terminated.
- 5.6. The City reserves the right to reject any or all submittals, or to accept any submittal deemed most advantageous, or to waive any irregularities or informalities in the submittal received.

**6. POST AWARD MEETING:** The City and the successful Respondent shall have a post award meeting to discuss,

among other things, the following:

6.1. Identify specific milestones, goals and strategies to meet objectives.

**7. COSTS INCURRED:** Respondents shall acknowledge and agree that the issuance of this Request for Proposal shall in no way obligate the City to award the Project or to pay any costs incurred by Respondents associated with the preparation of a response to this Request for Proposal. The costs in developing and submitting a response, preparing for and participating in oral presentations, or any other expenses incurred by a Respondent are the sole responsibility of the Respondent and shall not be the responsibility of the City.

### **PART III- SCOPE OF SERVICES**

**1. SCOPE:** The intent of this project is to complete a major Nine (9) year update to the City's Comprehensive Plan. The successful Respondent shall engage the community and provide research and advice on best practices throughout the Project. Projected demographic and economic trends and their associated implications on land use and public services shall be considered throughout the process. Services shall include, but not be limited to: community engagement, research and consultation on best practices, meeting facilitation, document drafting, mapping, creation of supporting graphics, statistical analysis, and presentations to elected and appointed officials. The successful Respondent shall present a completed comprehensive plan update to the Freeport Planning Commission and the City Council for adoption.

**2. COMPREHENSIVE PLAN ELEMENTS:** The existing elements of the Comprehensive Plan to be updated include:

- 2.1. Community Vision and Goals
- 2.2. Community Profile and Demographics
- 2.3. Land Use
- 2.4. Flood Mitigation
- 2.5. Implementation (Including 5-year Capital Improvement Program)
- 2.6 Transportation (including street network with annual average daily traffic counts, designated truck Routes, bike routes (on-street and paths))

Additional Comprehensive Plan elements to be integrated into the Comprehensive Plan but which are already updated or in the process of being updated include:

- 2.7. Parks, Recreation and Open Space
- 2.8. Utilities to include Water, Wastewater, Storm Water and Solid Waste
- 2.9. Public Safety to include Police and Fire

New elements that have not previously been adopted, but which the City desires to be included in this updated Comprehensive Plan include:

- 2.10. Economic Development
- 2.11. Housing
- 2.12. Public Housing
- 2.13. Public Buildings and Facilities

**3. DELIVERABLES:** The successful Respondent shall provide the City with the following deliverables:

3.1. Community Engagement and Facilitation Aids

3.1.1. Facilitation aids shall foster public outreach and citizen participation and shall include, but not be limited to, meetings, mailings, surveys, websites, and social media outreach.

3.2. Meeting Presentations and Graphics

3.3. Meeting Summaries

3.4. Comprehensive Plan Elements

3.4.1. Professionally written and edited text;

3.4.2. Maps and graphics;

3.4.3. Charts and graphs.

3.5. Final Updated Comprehensive Plan Document

3.5.1. Twenty (20) bound hard copies;

3.5.2. One (1) Electronic copy;

3.5.3. All electronic files in native software formats, editable by the City.

**3. PROJECT SCHEDULE:** The City seeks completion of the Project with a presentation to the City Council no later than April of 2020. City staff has created the following timeline/schedule as a guideline to communicate the anticipated activities necessary to complete the Project on time, but seeks the Respondent's scheduling recommendations as well.

1. March 2018, Planning Commission determines that the 2011 Comprehensive Plan (CP) should be updated.
2. August 2018, City Staff develops Request for Proposal for Comprehensive Plan update consultant.
3. October 2018, City receive responses to Request for Proposal. Top three recommended responses presented to Planning Commission for review and question.
4. October/November 2018 City Council awards Project to successful Respondent.
5. September-November 2018, City staff develops plans for public engagement and updates baseline data within Comprehensive Plan chapters.
6. November 2019, Planning Commission appoints 48 community members to one of four Advisory Committees.
7. December 2018, Planning Commission and City Staff host three public information sessions.
8. January- March 2019, Advisory Committees provide input and recommendations on chapters; Land Use Guide, Street Improvement Plan; Goal, Objective, and Strategy (GOS) statements, and other elements of the Comprehensive Plan. Chapters and GOS statements are updated.
9. April-May 2019, Planning Commission and City Staff host four public workshops and a public comment period.
10. June- July 2019, Planning Commission discusses Comprehensive Plan at a special work session.
11. August 2019, Contractor and City staff updates chapters and GOS.
12. September 2019, Planning Commission reviews GOS.
13. October- November 2019, Public Open House event and public comment period.
14. December 2019 -January 2020. Planning Commission and City Staff make updates to the Comprehensive Plan.
15. February 2020 (tentative), Presentation of the Comprehensive Plan to Planning Commission and public hearing.

16. April 2020 (tentative), Presentation of the Comprehensive Plan to City Council and public hearing.
17. May 2020 (tentative), City Council adopts Comprehensive Plan.

#### **PART IV- RESPONSE REQUIREMENTS**

**1. REQUEST FOR PROPOSAL SUBMISSION REQUIREMENTS:** To achieve a uniform review process and obtain the maximum degree of comparability, the responses shall be organized in the manner specified below. Responses shall not exceed thirty (30) pages in length (excluding title page, index/table of contents, work sample attachments (on CD) and dividers). Information in excess of those pages allowed will not be evaluated. One page shall be interpreted as one side of a printed, 8 1/2" X 11" sheet of paper. It is recommended that responses not be submitted in ringed binders or metal spirals to conserve cost for both the Respondent and the City.

The Respondent shall submit one (1) original signed paper copy and three (3) copies of its response.

In addition, the Respondent shall submit one (1) CD, each containing a complete copy of Respondent's response in an acceptable electronic format (PDF, RTF, TXT, DOC, XLS). A complete copy of the response includes all documents required by this Request for Proposal. The CD shall be titled: "REQUEST FOR PROPOSAL NUMBER - Complete copy of [Name of Respondent]'s submission." Failure to provide a CD may result in disqualification for award.

If supplemental materials are included with the response, each CD must include such supplemental materials. The response and accompanying documentation are the property of the City and will not be returned.

1.1. Title Page (1 page) – Show the Request for Proposal title and number, the name of your firm, address, telephone number(s) name of contact person and date.

1.2. **TAB 1** Letter of Transmittal (1 page) – Identify the services for which the Request for Proposal has been prepared.

1.2.1. Briefly state your firm's understanding of the services to be performed and make a positive commitment to provide the services as specified.

1.2.2. Provide the name(s) of the person(s) authorized to make representations for your firm, their title(s), address, telephone number(s) and e-mail address.

1.2.3. The letter of transmittal shall be signed in permanent ink by a corporate officer or other individual who has the authority to bind the firm. The name and title of the individual(s) signing the response shall be clearly shown immediately below the signature.

1.3. **TAB 2** Table of Contents (1 page) – Clearly identify the materials by Tab and Page Number.

1.4. **TAB 3** Project Team Experience – Provide detailed information on the proposed project team.

1.4.1. Respondent shall identify the project team and provide a statement of qualifications for those individuals to include education, professional registrations and area of expertise and years of service in the respective field. The Project Manager shall be identified as well as the role of each individual team member. An organizational chart

of the proposed project team shall be included.

1.4.2. Respondent shall identify any sub-contractors along with their expected services to the City for the scope of work on behalf of the firm. Qualifications of any subcontractors shall be included as specified in Section 1.4.1 and the sub-contractors shall be shown in the organizational chart.

1.4.3. Provide the name, address, telephone number and e-mail address of a primary contact for at least three (3) municipalities that have utilized similar services from your organization, including the proposed Project Manager, within the last three (3) years. Include a brief overview of the work performed with, at a minimum, a short description of the services provided, including total fee and methodology used for the projects. References may be checked prior to award. Any negative feedback received may result in disqualification of submittal.

1.5. **TAB 4** Available Resources and Consultant Location – Respondent shall provide information on size, resources and business history of the firm.

1.6. **TAB 5** Issues Facing Freeport – Respondent shall demonstrate their understanding of the unique issues facing the City and how those issue will impact growth and development in the City and suggestion on how those issues could be addressed from a planning standpoint.

1.7. **TAB 6** Methodology and Approach – Respondent shall describe the method and approach to be used in the comprehensive plan update. Including, but not limited to, specifically describing the following:

- A. Community engagement strategies, tools and techniques.
- B. How the citizen and staff steering committees will be utilized throughout the Project.
- C. Meeting facilitation tools and techniques.
- D. The process for drafting and revising the individual plan elements.
- E. The types of maps and graphics proposed to be used.
- F. The unique techniques that your team has successfully utilized on similar projects.

1.8. **TAB 7** Timeline – Respondent shall provide a detailed proposed schedule for the complete project as per the specifications contained herein.

1.9. **TAB 8** Cost Proposal – Respondent shall include a cost proposal to provide services as described herein.

1.9.1. Cost proposal shall include an itemized, not-to-exceed, fee schedule to include travel and material expenses for each phase of the Project as follows:

- A. Phase 1 - Project initiation and data gathering
- B. Phase 2 - Community engagement
- C. Phase 3 - Document production
- D. Phase 4 - Plan adoption

1.9.2. Provide a fee schedule for additional services, to the extent necessary, which should include, at a minimum, the hourly rate for each team member and sub-contractor, reimbursable costs, and any other costs that may be required to complete additional services.

1.9.3. Fees shall be paid based on percentage of completion throughout the project. Payment schedule shall be negotiated upon award.

1.9.4. City shall require that 10% of the negotiated fee is retained until completion of the Project to the City's satisfaction.

1.9.5. City shall reimburse successful Respondent for required travel at GSA per diem

rates. Other requirements and restrictions may apply.

1.10. **TAB 9** Work Samples – Respondent shall present the qualifications for their proposed Project team. Qualifications shall include resumes and specific examples of similar projects completed in the past three (3) years by the members proposed to be on the Project team.

6.3.1. Project Manager shall have completed no less than Five (5) similar projects within the past three (3) years;

6.3.2. Project Manager and all project team members may not be substituted or changed throughout the term of the agreement without the written approval of the City for the requested change;

6.3.3. Request for Proposal response shall include on CD a minimum of three (3) completed and adopted Comprehensive Plan documents completed by the Project Manager for other municipalities.

1.11. **TAB 10** Industry Awards – Respondent shall provide information on professional awards or recognition received for previously completed comprehensive plans by the proposed Project Manager. All documents submitted in response to this Request for Proposal shall be subject to the Illinois Freedom of Information Act. Following an award, responses are subject to release as public information unless the response or specific parts of the response can be shown to be exempt under the Illinois Freedom of Information Act. Pricing is not considered to be confidential under any circumstances. Information in a response that is legally protected as a trade secret or otherwise confidential must be clearly indicated with stamped, bold red letters stating "CONFIDENTIAL" on that section of the document. The City will not be responsible for any public disclosure of confidential information if it is not clearly marked as such.